



**INTERCOLLEGIATE
BROADCASTING
SYSTEM**

Washington 20, D. C. - Storrs, Connecticut

In Reply, address:

Intercollegiate Broadcasting
System, Storrs, Connecticut

A year ago we wrote to you to acquaint you with the Intercollegiate Broadcasting System, its progress in relations with the Federal Communications Commission, and its many member services and benefits for member stations. It seems appropriate to write again on these subjects, and we believe you will be pleased to learn of the progress that has been made.

In connection with the Federal Communications Commission, you may recall that in the fall of 1958, the FCC announced that it would no longer register call letters of campus-limited carrier-current stations. This announcement threatened to cause a good deal of confusion among national advertisers, local listeners, and the radio stations themselves. Through action initiated and financed by IBS upon the request of several of its member stations, the FCC recently resumed registration of call letters for such stations, and since then, several of our member stations, through the IBS Washington Office, have registered new call letters.

Another problem which has confronted campus-limited stations is radiation. The IBS has been fighting since 1949 to have radiation rules liberalized in order to make it possible for the station to provide adequate reception on campus without violating rules on radiation. IBS is currently initiating action involving a single campus-limited AM station in the hopes of establishing a precedent with the FCC for all such stations.

National Advertising is another matter which strikes home to most college radio stations. We feel that the campus movement has reached a point of maturity where national advertising representatives will make contact directly with the individual stations, thus eliminating the need for IBS to act on behalf of these stations. As a result, IBS did not appoint a national advertising representative, and member stations are now free to contract with any national advertising representative they choose.

There are several other member benefits derived from membership in IBS. Our Master Handbook, only 18 months old, continues to grow, and this loose-leaf composite now exceeds what can be accommodated in a standard three-ring binder. The Master Handbook contains sections on Engineering, Programming, Business, Advertising, and all other phases of college radio operation, plus up-to-date information on the Intercollegiate Broadcasting System and its available services.



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The IBS Newsletter provides rapid dissemination of news of the radio industry as it affects campus stations, and notes about the member stations themselves. The IBS Newsletter is released monthly October thru May.

IBS now has a script library providing member stations with radio scripts for production. A complete catalog of scripts is included in the Master Handbook. Another very popular member service is the Tape Exchange Program. Programs obtained in this manner are free of charge, and include such notable programs as the "Georgetown Forum", and "The History of Jazz", which met with tremendous success at Stanford University where it was originally produced as a series of 26 half-hour shows over KZSU. The only charge for stations taking advantage of this service is the four cent postage returning the tape.

We are looking forward to a one-day meeting for all campus stations to be held at Columbia University sometime in the spring. By the time of the meeting, the IBS station at Columbia, WKCR, will have occupied its new quarters in the new Student Union Building, so delegates will be able to inspect their facilities for campus-wide AM broadcasting and city-wide FM transmission.

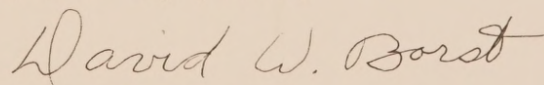
The many other IBS activities require too much space to list here, but member stations are aware of them via the Master Handbook and the Newsletter. Your questions regarding these are invited.

As you can realize, these activities cost money to produce. Even though all workers in IBS donate their time, other expenses mount up. Only by increasing the membership can we hope to continue providing all the member services now in effect. Realizing this, IBS is currently embarking on an ambitious membership campaign. The obstacle created by National Advertising commitments has been removed from many stations, and even before the start of this campaign, four stations have rejoined IBS. With the path clear, we see every reason to expect our present membership to double in the near future, and that it will continue to grow over the 110 stations which was the peak about six years ago.

The cost of IBS membership is low, particularly when one remembers that dues have not been increased for over a decade, in spite of rising costs of everything. To further enhance joining at this time, it is now possible for a station to become a member now, and all during the 1960-61 academic year for a total cost of \$50, instead of the total of two years dues, which is \$65. Thus a station joining now will save half its second years dues.

If there are any other questions which remain unanswered, please feel free to write. We shall be most happy to forward other information upon request. And, in closing, I hope we shall have the opportunity to add your station to the growing list of IBS members.

Sincerely yours,



David W. Borst,
President

enclosures

FROM I. B. S.

"RENDEZVOUS WITH RADIO" THEME OF NATIONAL COLLEGE RADIO MEETING NATIONAL RADIO ROUNDTABLE CELEBRATES TWENTIETH ANNIVERSARY OF INTERCOLLEGIATE BROADCASTING SYSTEM SEMINAR IN COLLEGE RADIO SET FOR APRIL 30 AT COLUMBIA UNIVERSITY

A discussion of the exciting new field of college FM radio will highlight the "National Radio Roundtable" conference to be held at Columbia University on April 30th. The meeting will also celebrate the twentieth year anniversary founding of the Intercollegiate Broadcasting System.

Sponsored by the Intercollegiate Broadcasting System, the seminar is open to all college radio station personnel, regardless of IBS affiliation.

Informal workshops led by prominent IBS officials will consider such areas as "Setting Up A Station," "Advanced Engineering," "College Radio FM" and "Business" and "Programming." A full social schedule for Saturday night will round out the weekend.

WKCR, Columbia's Kings College Radio station, will serve as host for the conference. Station personnel wishing overnight accommodations are urged to communicate with Manager John Pegram at WKCR who will arrange housing accommodations at the Columbia campus.

Founded at Brown University in 1940, the Intercollegiate Broadcasting System represents member stations to federal agencies, furnishes technical and programming assistance and serves as a national college radio coordinating association.

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